

COREVALUE ASSESSMENT LEADS TO DISTINGUISHED  
INDUSTRY AWARD

**ABOUT AM METAL FINISHING, INC.** A.M. Metal Finishing (A.M.) is a premier, family-owned metal finishing company with over 32 years of experience. Located in Orlando, Florida, A.M. is an approved vendor for many of Orlando's industrial, commercial and aerospace/defense companies, including Lockheed Martin, Northrop Grumman, NASA, and Walt Disney World Co. The company's 25 employees specialize in many types of anodizing, coating, testing, and blasting services.

**THE CHALLENGE.** A.M. has participated in many training and continuous improvement strategies over the years. The company has a team-based structure with strong employee participation and solid company performance. With no known challenges ahead, senior management was spending all of their time addressing the issues of the day, neglecting the big picture for long periods. NIST MEP affiliate FloridaMakes stepped in to motivate and assist A.M. in achieving higher performance levels.

**MEP CENTER'S ROLE.** FloridaMakes Business Advisor Dan Sutter recommended a CoreValue Assessment to reset the baseline of A.M.'s performance. The CoreValue Assessment systematically measures a company's position against 18 key business elements, producing red flags for any element that is weak when compared against known best practices. The assessment put important business elements in front of the owner for fast evaluation, including legal issues, product differentiation, brand considerations, and customer diversification. Based on findings from the assessment, A.M. hired an experienced operations manager and addressed key areas for improvement. After implementing these changes, the company received the "Top 50 Shops Award" by *Products Finishing* magazine.

"I came to the realization that my business would be in peril if anything happened to my health. The livelihood of all of our employees would be at risk. The CoreValue Assessment has been an excellent management tool for highlighting key elements of our business that are opportunities for improvement, and the discipline to address all 18 elements helped position A.M. Metal Finishing for the 'Top 50 Shops Award.'"

-Rick Hunter, Owner

## RESULTS



Received "Top 50 Shops" Award from *Products Finishing* magazine



Hired an Operations Manager - created 1 new job

## CONTACT US



800 North Magnolia Avenue  
Suite 1850  
Orlando, FL 32803



(407)450-7206



[www.floridamakes.com](http://www.floridamakes.com)

